

In a free choice economy such as ours, advertising is a most democratic process for encouraging economic growth.

Advertising gives us a free, well-informed choice of what to buy. And helps to encourage freedom of initiative to produce what is wanted.

Advertising serves our economy by making possible mass production and mass distribution. These are the keys to a dynamic economy. Working together with advertising they reduce unit costs, increase productivity and thus **improve the earning power of labor.**

In addition, advertising creates new markets. It can do this more economically than any other method of selling.

This creation of markets and the expansion of demand creates employment opportunities. **More labor can be employed at better wages.**

Labor Day seems an appropriate time to think of advertising as the hard working partner of labor that it is—helping to move into useful consumption the things labor produces.

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For a further exposition of these facts, there is available on request a free illustrated booklet entitled, "ARE WE SHACKLING ECONOMIC GROWTH BY OVERLOOKING THE CONSUMER?" Based on a recent study by Arno H. Johnson, Vice President and Senior Economist of the J. Walter Thompson Company, this booklet has been widely acclaimed by marketing executives, educators and editors. Address your request to The Chicago Tribune, 435 North Michigan Avenue, Chicago 11, Illinois.

ADVERTISING

AND THE EARNING POWER OF LABOR

